



MAKE 1942

YOUR BEST YEAR

WITH CHICKS!



George Carll, Huntington, L. I., N. Y., can be proud of this vigorous flock.

The Poultry World Changes

IN the 25 years Ful-O-Pep Feeds have been available to poultrymen, the progress made in that short period of time in the poultry industry is amazing.

In 1917 there were but one or two hens that had laid 300 eggs in a single year. Professor Kirkpatrick in 1924, writing of his first ten years at the Storrs Egg Laying Contest, stated that the chance of a poultryman having a 300-egg hen was one in 10,000. From 1914 to 1924 there was just one hen at the Storrs Contest that laid more than 300 eggs.

Today there are literally hundreds of hens each year laying more than 300 eggs in the National Egg Laying Contests. In fact, there have been three pens that have averaged over 300 eggs per bird, for all thirteen birds.

In 1917 a poultryman who had an average 50% hatch for the season was considered doing a very satisfactory job. Early eggs would hardly ever hatch well. It was only when the hens got out on grass and in the sunshine that good hatches could be expected. Today many poultrymen are averaging over 80% hatches for all eggs set through the entire season.

PROUD OF HIS FUL-O-PEP PULLETS "We are certainly proud of our Ful-O-Pep reared pullets. We put 5,000 chicks on Ful-O-Pep and have had very low mortality all the way through. Our pullets are tightly feathered, carry nice pigmentation, are bright eyed and have plenty of vigor. All this on less total feed and much less mash than ever before, and we fed pullets on our unusually bare sandy range." George S. Carll, Huntington, L. I., New York.

*Industry's
Progress
Amazing*

In 1917 it was generally considered that it took five to six pounds of feed to produce a pound of chicken. Today the broiler people are producing a pound of chicken on approximately three pounds of feed, and doing it on a large scale.

Twenty-five years ago there was no large broiler section of any consequence in the United States. Today one county in Delaware is selling more pounds of poultry meat than any other one entire state.

There were relatively few large poultry farms back in 1917. A poultryman who had 1,000 hens was considered operating on a large scale. Today there are any number of poultry farms with 5,000 or more hens.

*Mortality
Is Now
Decreasing*

Not so many years ago mortality among poultry was extremely serious. Today we are delighted to see that is changing for the better. For years the mortality at the egg laying contests was on the increase. Apparently these contests reached the peak two or three years ago. While egg records and egg size have been on the increase, the mortality of hens has been on a decline.

What has brought about this change in the industry? We feed about the same protein level we did twenty-five years ago. We use about the same ingredients to supply the necessary carbohydrates, protein and fat. What happened was the development of the science of nutrition, with special reference to vitamins. That brought about the revolutionary changes we've noted.

*Vitamins
Responsible
For Change*

In this quarter of a century of progress we believe that Ful-O-Pep Feeds have contributed a lot, not only in the manufacture of a good feed, but in making the poultrymen conscious of the importance of vitamins in poultry nutrition. Many of you may remember the first advertisement that appeared in the poultry magazines announcing the addition of a vitamin concentrate to a poultry feed in January 1924. The headline was "Sunshine in a Bag" and it announced the addition of cod liver oil to Ful-O-Pep Chick Starter.

From that start there has been one vitamin addition after another to Ful-O-Pep Feeds. In 1926 we added cod liver meal. We noted at the time what an outstanding source it was for the vitamin B complex. We knew from a result standpoint that chickens grew better with it added to the ration. But it was a good many years before we knew just *why* it was that it produced better results.

*Ful-O-Pep
Still Leads
The Way*

A little later we added molasses to Ful-O-Pep Mash. Lots of people made fun of molasses in a chicken feed. Today molasses is recognized as one of the best practical sources of pantothenic acid and a good source for vitamin B₁, or thiamin.

A few years ago we added Concentrated Spring Range to Ful-O-Pep Mash. It is Nature's richest known combination



High Pen at the Florida Contest owned by Crescent Farms, Bradenton, Florida.

of vitamins. We showed further improvement in livability and in egg production by its addition.

It is through the better understanding of vitamins and how to add them to the ration that high egg records, improved livability, increased efficiency of poultry meat production, and the large scale handling of chickens, have been made possible.

We, however, should not give all the credit for the improvement in the poultry industry to the use of vitamins. While they have made it possible for the breeder to do a better job and do it quicker, the skill of the breeder has had a good deal to do with the improvement we have seen in the industry. Then, too, poultry management practices, such as feeding granite grit and whole oats, restricting feed, not forcing pullets to maturity, are all things that the Quaker Oats Company has pioneered. These too, have meant much in the profits derived from poultry farming.

Our constant aim is to further improve Ful-O-Pep Feeds and the Ful-O-Pep Feeding Plan so as to reduce your feeding costs and in turn increase your profits from the flock.

*Other
Important
Factors*

HEARTILY RECOMMENDS FUL-O-PEP "Crescent Farms, one of the largest White Leghorn Breeding Farms in the Southeast, has been using Ful-O-Pep Feeds since 1931. This space of time speaks for itself as to the satisfactory results obtained from a nutritional standpoint. The introduction of oats and Ful-O-Pep Super Greens pellets have certainly been two of the greatest factors for betterment in poultry feeding. I heartily recommend Ful-O-Pep Feeds as an ever consistent, dependable, high quality feed." F. H. Corrigan, Crescent Farms, Bradenton, Fla.



This Pen, owned by Crooks Farm, Established a New World's 2-year Record.

World Record Hens

FUL-O-PEP raised birds have made a number of new world records in the egg laying contests during the past twenty-five years. But never in Ful-O-Pep's history has there been such an outstanding year at the egg laying contests as 1940-41.

The most sensational record was that made by Empress Elmwood II owned by W. A. Seidel of San Antonio, Texas, in the Tarleton Egg Laying Contest. She made more points, that is, laid more pounds of eggs than any other hen has ever laid in an egg laying contest. This exceeds all previous records by a handsome margin. She laid 343 eggs in 357 days for a total of 376.25 points. That means practically every egg the hen laid averaged 26 ounces to the dozen or better, and that is some record for a hen.

*Ful-O-Pep
Hens Lead
All Others*

Another outstanding record in the 1940-41 contests was made by Victory Queen owned by Henry Rapp, Jr. of Farmingdale, N. J. She laid 340 eggs for a total of 373.35 points at the

GOOD RESULTS ON FUL-O-PEP "For the past 3 years we have been using Ful-O-Pep Feeds on part of the flock and have had very good results with it. All the birds we have sent to contests the past two years have been grown on Ful-O-Pep Feeds. The above pen of old hens that made the world's record for two year laying, were grown on Ful-O-Pep Feeds." Donald L. Crooks, Crooks Farm, No. Brookfield, Mass.

Hunterdon Contest. This hen also exceeded any previous year's individual egg record at any of the contests.

*New World
Record By
Barred Rocks*

Victory Queen was selected as the "Hen of the Year" at the Neppco Exposition at Harrisburg. The hens owned by Rapp, Seidel and E. C. Foreman of Lowell, Michigan, ranked 1, 2, 3 in the selection for the "Hen of the Year." We doubt that there has ever been such close competition for this coveted prize.

In the heavy breeds the pen of T. N. Wilcox of Tyron, N. C., made a new world record for Barred Rocks at the Georgia Contest. This pen averaged a trifle over 303 eggs for approximately 325 points per bird for all thirteen birds entered. It is the first time that any heavy breed pen has ever exceeded an average of 300 eggs per bird. Nearly every egg laid by the pen for the year averaged 26 ounces to the dozen or better, a truly remarkable record.

Mr. Wilcox's pen at the Florida Contest established a new record for all heavy breeds for the contest. Another remarkable fact was that all 26 birds—the 13 at Georgia and the 13 at Florida—were alive at the close of the contests.

*New 2 Yr.
All-Breeds
Record*

For a number of years now breeders have been sending their high record hens to be trapped for the second year to the Pennsylvania and New Jersey Contests. Their two years record includes the number of eggs and points they produced at an egg laying contest the first year as well as their second year record at either of these contests.

The Crooks Poultry Farm of North Brookfield, Massachusetts, had a pen of Rhode Island Reds in the Pennsylvania Contest that made a new two year world's record for all breeds by producing an average of 472.7 eggs for a total of 504 points per bird. These birds continued their exceptionally fine livability record by having no losses in the pen during the second year.

*Breeder's
Skill
Important*

Do you appreciate what it takes to make a world's record? There are years of careful selection and patient breeding behind it. Then, there is the skill of the feeder in properly raising contest pullets, so they have the size and the stamina to stand up under the speed of production that is necessary to make these records. The feed that is used and the method of feeding followed are mighty important in developing frame, stamina, and strength to stand the gruelling strain of a year in a laying test.

Why not decide now to raise your birds as many champion hens have been raised on Ful-O-Pep Feeds the Ful-O-Pep Way and let them help make a new record for your bank account.



Some promising youngsters owned by Harry Poole, Warwick, Ga.

Brooding Chicks Successfully

WE ALL look forward to spring and a new crop of baby chicks. A fine, healthy bunch of chicks scampering about the brooder house holds a real thrill for most everyone.

Don't make a difficult job out of brooding. Naturally there are a few simple rules that must be followed. You must not be careless about temperatures and ventilation. Most poultrymen overheat, overcrowd, and overfeed their chicks. Of these, overheating apparently is the most common and the most serious.

*Observe
These
Rules*

As chicks are moved into the brooder they need a temperature of about 90° under the hover of the brooder stove. After two or three days this may be dropped about one degree a day until they are three weeks old. In ordinary weather, all heat can be taken away by the time the chicks are four weeks old, although in the wintertime it may be necessary to supply some heat until the chicks are six weeks old.

As long as the house is tight and dry, and the birds are well feathered, they will do better in a cold house. Overheated

PLEASED WITH RESTRICTED FEEDING "I have fed Ful-O-Pep Feeds for 2 years and I would not consider changing over to another brand of feed for anything. I am very much pleased with the restricted Ful-O-Pep feeding program for growing stock. Egg production on 100 birds which have just completed their year was 215 eggs on the original hens housed. Mortality only 5% and I did not have to cull any of the birds." Harry Poole, Warwick, Ga.

chicks do not properly assimilate the minerals needed for growing strong bones. Overheating also tends to produce an anemic, poorly feathered, constipated brood of chicks—so let's watch brooding temperatures.

*Crowding
Causes
Failure*

For years many poultrymen have had the idea the number of chicks that could be put in the brooder house was determined by the number they could crowd under the stove the first couple of weeks. They overlooked what would happen when those chicks got bigger at two or three weeks of age and needed more room around the stove and at the feed hoppers. As a result, the flock developed unevenly.

Overfeeding generally comes from feeding all the grain the chicks will eat and having mash in front of them all the time. We rarely do much overfeeding the first week or so, but as the chicks get older, it becomes easier and easier to do. Watch the activity of the chicks. Moderately hungry chicks are on their toes hunting and scratching.

*To Keep
Chicks
Active*

If your chicks become inactive, constipated, and all in all aren't doing well, pick up the hoppers for several hours and let them get hungry. Active chicks are the proper foundation for a fine flock of pullets.

Cover the litter with paper or cotton sacks when chicks are first moved into the brooder. Keep it covered for the first three to four days until the chicks are old enough to distinguish between feed and litter. Also for the first few days have some type of shield or guard a foot or so away from the hover to break up floor drafts and to teach the chicks where to go to warm up. At the end of the first week let them have the run of the house.

*Get Young
Chicks
Outdoors*

Get chicks outdoors in colder temperatures when they are two or three weeks old if it is at all possible. The sooner they get out on the ground and in the colder air, the safer they are, and the stronger and healthier they grow. Build a wind-break and sweep away the snow if necessary to let them out. Chicks that are allowed to run outdoors at an early age get cold rather quickly and consequently hurry back to the heater while they still know the way. If you wait until they are six to eight weeks old, they venture out too far and don't know the way back when they get chilled. As a result they crowd in a corner and get into trouble.

By having a light in the brooder the first few weeks, it usually is not necessary to teach chicks to go to roost. With a dark brooder, they are quite apt to pile in a corner and then you are in trouble. A small pilot light generally eliminates all trouble of this kind.

A well started brood of chicks is one of the big steps toward a profitable laying flock.

Oats for Sound Growth

THE FEED a growing animal receives has a marked effect upon the bone development, shape, and stamina of the bird or animal in maturity.

Corn and oats are two grains principally used in poultry and livestock rations. Consequently back in 1928 we made a careful study as to the difference in the pullets grown on these two grains. In one ration oats were used as the only grain and in the other ration corn constituted the only grain. From an analysis standpoint the two rations were as near identical as it was possible to make them.

*Whole Oats
Superior
To Corn*

We found that oats grew larger birds, with sounder bones, and less abdominal fat. They feathered better, laid better and lived better than corn fed birds. While genetics, or breeding, has a good deal to do with egg production, no one can afford to overlook the importance of nutrition during the growing period. The results of Ful-O-Pep raised birds in the egg laying contests really speak volumes.

Oats are rich in Vitamin B₁, or Thiamin. When insufficient Vitamin B₁ is supplied the nerves may be affected. A lack of Vitamin B₁ also leads to constipation.

*Builds
Quality
Bone*

Oats contain a fair amount of the vitamin called Choline. This vitamin aids in assimilation of manganese so as to prevent slipped tendons or poor bone growth. Perhaps it's Choline plus the manganese in oats that are responsible for the fine bone quality. Good bone growth means better blood, since the red corpuscles are being formed in the marrow of the bones.

Inasmuch as oats do not deposit a lot of fat in the abdomen, an oat fed flock is much less troubled from blowouts. Heavy feeding of oats helps provide for an abundance of meat over the breast bone without excessive fat in the abdomen or on the vital organs. Oats are a wonderful fleshing feed and not a good fattening feed.

*Oats
Protects
Gizzard*

Careful study of the different grains has shown oats, particularly oat hulls, to contain an anti-gizzard erosion factor and an anti-cannibalism factor, far beyond that found in any of our other grains. We strongly recommend the use of an oat hull litter so the chicks may eat some, if they desire. Oat hull litter also provides a desirable form of fiber which many chicks may need to balance out their ration. After chicks are three weeks old they may be fed whole oats and in that way get the needed fiber.



A. L. Frees, Phoenix, Arizona, led the Arizona Contest with this pen.

Raising Better Pullets

GOOD pullets are not produced by keeping them stuffed with feed all the time. The digestion of feed, to a large extent, consists of oxidation, which might be compared to what happens to the tallow in a burning candle. Thus, when we force a chicken to eat all the feed it can handle, we are burning it out in a hurry.

*Restricting
The Feed
Prolongs Life*

With rat and mouse colonies science has been able to get a life history much more clearly than we have so far in the poultry business. Rats and mice are naturally relatively short lived. The work of Doctor McKay at Cornell, on increasing the longevity of rats, has been most outstanding. He found that by restricting the feed it is possible to greatly increase the life span, and in turn, reduce the mortality from tumors, neoplasm, etc.

When we stop to think, we realize that this is just common sense. You wouldn't question the accuracy nor the fundamental truth, that restricted feeding and slower growth will prolong the useful life of a chicken.

CONTEST WINNERS RAISED ON FUL-O-PEP *"I have used Ful-O-Pep Feeds for the last 2 years. We had high pen this year at the Arizona Contest. I feel the feeding of Ful-O-Pep feeds in raising our contest pullets was one of the main factors in winning this contest." A. L. Frees, Phoenix, Ariz.*

The mortality usually runs high among overfed, fat, sluggish, constipated pullets. Poultrymen quite commonly find overfed pullets loaded with worms. It is quite easy to get rid of tape worms if you will follow the Ful-O-Pep Save-On-Feed Plan.

The Ful-O-Pep Plan of restricted feeding is a sensible one. When the feed is restricted, the birds use a larger proportion of what they consume and in turn are forced to hunt for grass, bugs, etc. The time to start restricting feed is when the pullets are six to eight weeks old and until a month before they should lay the first egg. Restricted feeding, applied sensibly, will result in raising big, capable pullets on less feed.

*Restriction
Saves
Feed Costs*

As to how much feed you save following the Ful-O-Pep restricted feeding program, it depends upon the quality of range and upon not wasting feed by overfeeding. The major saving comes from having lots of range so that the birds can eat grass and bugs in place of grain and mash. With a great many birds on a small range, the saving naturally is somewhat less than with comparatively few birds on a lot of range.

Birds out on a good range are also less apt to be troubled with round worms. They are adequately taken care of from a vitamin standpoint. Doctor Ackert, of Kansas, at the World's Poultry Congress in Cleveland, pointed out that the quantity of vitamins and the quality of proteins largely determined the size and number of round worms that a chicken might have. We have found that by giving birds good range and by restricted feeding we can largely eliminate worms.

*Vitamin Boost
Builds Health
For Profits*

Where there is no range available, as where birds are running on sand or bare lots, we find feeding Ful-O-Pep Super Greens Pellets of value in reducing the size and number of worms. And wouldn't you rather raise pullets that are relatively free from internal parasites than to have to use some vermifuge?

With birds raised in confinement or on bare ground it isn't possible to restrict the feed to the extent you would on range. Nevertheless we believe, you will raise much better pullets by letting the hoppers run empty three or four hours a day. Naturally, we advise using your own good judgment.

*Restrict
Feed in
Confinement*

The Ful-O-Pep Save-On-Feed Plan not only may cut your feed costs but is vitally important in producing strong, long-lived, profitable pullets. Why not join the growing group of Ful-O-Pep users and give your pullets the Vitamin Boost that comes with Ful-O-Pep Feeds and the Ful-O-Pep system of feeding.

Provide a Grass Range

WHEN at all possible, get your pullets out on a good grass range. Probably the best feed we can supply growing pullets is tender young grass, be it a grass sod or a succession of cereal grasses, such as oats, wheat, barley, rye or sudan grass.

*Young Grass
Range
Is Valuable*

When the grass is young and tender and the bugs are plentiful, growing pullets need very little more in the way of feed. They not only obtain a very desirable amount of fine proteins, but also an abundance of essential vitamins. Many poultrymen who have lots of grass have not been taking advantage of their opportunity to grow sound, profitable pullets this simple, economical way.

A permanent grass range or sod is good until the first joint begins to form, then it starts to get tough and the vitamin and protein content decreases rapidly. During the hot summer months, there is not much food value in the grass. In the summer time there is usually higher food value in a succession of cereal grass ranges, provided you have enough rainfall to count on having the cereal grass available.

*Soil Quality
Determines
Range Value*

The vitamin and protein content of the young, tender grasses depends a good deal upon the kind and the quality of soil. On certain types of rich soil the vitamin and protein content is materially higher than the same kind of grass grown on a poor soil.

Some poultrymen feel that unless they can change the range every year, they dare not put the pullets out on range. We can't agree with this viewpoint. Regardless of the condition of the range, we think it is better to get the birds outdoors on the ground, even though it is on bare ground. Many of the finest chickens have been raised on a range which was used year after year. The birds get something out of the contact with the earth.

*Overfeeding
Discourages
Ranging*

But remember that pullets stuffed with feed do not take advantage of the grass range. It is only when you restrict the feed that they do a good job of eating the grass and bugs. And if the grass is closely cropped it is of value to the birds for a longer period.

Whether you are turning your pullets loose in January or in May, get them outdoors on the ground. Provide them with whatever range you have available.



High Pen Oklahoma Contest owned by Foreman's Poultry Farm, Lowell, Mich.

Ful-O-Pep Birds Lead

BEGINNING with the Egg Laying Contests of 1939-40, The Quaker Oats Company offered a cash award for high pen and high hen at each of the contests, provided the pen or hen had been raised on Ful-O-Pep Feeds. In the 1940-41 contests, slightly less than 25% of all entries were raised on Ful-O-Pep Feeds.

Ful-O-Pep raised birds made truly astonishing records at the contests. They laid on the average a full dozen more eggs per bird over all other birds competing. We think this is unusual proof of the virtues of Ful-O-Pep Feeds and the Ful-O-Pep way of feeding.

*Ful-O-Pep
Shows
The Way*

Let's consider the results, contest by contest. At the Arizona Contest seven out of the ten leading hens, and six out of the ten leading pens, were raised on Ful-O-Pep Feeds. These birds were owned by W. A. Seidel, San Antonio, Texas; Gold Spot Hatchery, Phoenix, Ariz.; Walter Cochran, Phoenix, Ariz.;

GIVES FUL-O-PEP CREDIT FOR ITS SHARE "I am enclosing a few photographs of some of my higher record hens and pens that were raised on Ful-O-Pep Feeds and entered in 1941 laying tests. Their records are a tribute to both sound feeding and sound breeding practices. You will be interested in learning that Foreman Poultry Farm have the largest number of hens registered in the Council of American Official Egg Laying Contests of any Leghorn Breeder in the United States. Hens to qualify for registration must produce 250 or more eggs with equivalent or higher points." E. C. Foreman, Foreman's Poultry Farm, Lowell, Michigan.

A. L. Frees, Phoenix, Ariz.; George M. Herberer, San Antonio, Texas; and G. E. Nemec, Phoenix, Ariz. W. A. Seidel's high hen made a new record for the Contest, while A. L. Frees had the winning pen.

*High Pen
Florida
Contest*

In the Florida Egg Laying Contest, Chipley, Florida, seven out of the ten leading pens and five of the leading hens were raised on Ful-O-Pep Feeds. The winning hens and pens, raised on Ful-O-Pep, were owned by Crescent Farms, Bradenton, Fla.; T. N. Wilcox, Tyron, N. C.; Foreman Poultry Farm, Lowell, Mich.; Booth Farm & Hatchery, Clinton, Mo.; Lone Oak Leghorn Farm, Eufaula, Ala.; A. E. Guinn, Butler, Ga.; Ned C. Willoughby, St. James Island, Ga.; and George M. Herberer. Crescent Farm's pen of Leghorns set a new record for the Florida Contest. T. N. Wilcox's pen of Barred Rocks established a new record for heavy breeds for the contest.

*New Record
For Heavy
Breeds*

T. N. Wilcox with his pen of Barred Rocks at the Georgia Contest not only had high pen, but also established a new World's record for all heavy breeds. Booth Farms & Hatchery had 3rd high pen for the contest. Also eight out of the ten high hens were raised on Ful-O-Pep Feeds. Actually, the top six hens were Ful-O-Pep birds.

At the Hunterdon, New Jersey, Contest, five of the top ten pens and seven of the leading hens were Ful-O-Pep raised birds. H. Rapp, Jr., Farmingdale, N. J., high hen exceeded any previous year world's record. Rapp also had high pen for the contest. George A. Pearce, Whitehouse, N. J.; Crooks Farm, North Brookfield, Mass.; G. F. Coleman, Washington, N. J.; M. A. Dounay, Flemington, N. J.; and E. C. Foreman also had Ful-O-Pep birds among the top ten.

In the Maine Contest, G. B. Treadwell of Spencer, Mass. had first and seventh high hen and second high pen. The winning hen, a Rhode Island Red, made a new record for the Maine Contest. Also, a Ful-O-Pep raised pen owned by Ray P. Potter, Midway, Maine, was among the top ten.

*Ful-O-Pep
Birds Win
At Michigan*

E. C. Foreman had both high pen and high hen at the Michigan Contest. Other breeders who had Ful-O-Pep raised birds among the top ten were: Crooks Poultry Farm, Ford's Riverbank Farm, Coopersville, Mich., and To Lani Farm, Stone Mountain, Ga.

At the Missouri Contest we find birds raised the Ful-O-Pep Way owned by R. O. Wagemaker, Grand Rapids, Mich.; Missouri Valley Hatchery, Marshall, Mo.; and Booth Farms and Hatchery among the top ten.

In the New York State Contest, Farmingdale, Ford's Riverbank Farm, Content Farms, Cambridge, N. Y., and Harry A. Schnell, Huntington, Long Island, N. Y., had pens among the top ten. E. C. Foreman had two hens, raised on Ful-O-Pep, place among the leading ten.

Holser Valley Farm, Troy, N. Y., tied in number of eggs, but lost out by two points of having high pen for the standard 13 birds at the Central New York Contest. They did have the winning twenty bird pen for the contest. Other Ful-O-Pep users who had birds among the top ten were: J. B. Mury, Long Valley, N. J.; Content Farm, Bodine's Pedigreed Leghorn, Chemung, N. Y.; E. C. Foreman; and E. C. Baker, Green, N. Y. Bodine had high hen, based on her points exceeding the number of eggs.

*Central N. Y.
Test to
Ful-O-Pep*

At the Western New York contest, we find Ful-O-Pep raised birds owned by Crooks Farm, Holser Valley Farm, and Foreman Poultry Farm finishing among the top ten.

Missouri Valley Poultry Farm had the high hen establishing a new record for the Oklahoma Contest. They also had two other hens finishing among the top ten. Foreman Poultry Farm had high pen for the Contest. To Lani Farm and Booth Farms and Hatchery had pens that also finished among the leading ten.

In the Passaic County New Jersey Contest, the top five hens were raised on Ful-O-Pep Feeds. George A. Pearce had high hen for the Contest. Mettler's Poultry Farm, East Millstone, N. J.; Pearl Poultry Farm, Montvale, N. J.; Foreman Poultry Farm; and Crooks Farm were the other Ful-O-Pep users who had birds finishing among the top ten, with a total of four high pens and six high hens.

*A Red is
High Hen
At Passaic*

Foreman Poultry Farm high White Leghorn hen made a new record for the Pennsylvania Contest. G. B. Treadwell; Crooks Farm; A. E. Danish, Troy, N. Y.; and Rowley Poultry Farm, Mt. Morris, Penn., also had birds among the top ten pens and hens that were raised on Ful-O-Pep Feeds.

At the Rhode Island Contest, Foreman Poultry Farm and Crooks Farm had fifth and sixth high pen respectively. G. B. Treadwell's pen was among the top ten. He also had ninth high hen.

W. A. Seidel's high hen at the Tarleton contest set a new world's record. Irving Kauder, New Paltz, New York, had the leading pen. George M. Heberer and Missouri Valley Poultry Farm are two other breeders whose birds finished among the top ten, making a total of two high pens and seven high hens.

*Leghorn
Breaks
Record*

Don't you feel in studying these results that we are justified in believing we have something truly outstanding in Ful-O-Pep and the Ful-O-Pep method of feeding?

With less than 25% of all entries raised on Ful-O-Pep Feeds, there were more than twice the normal expectation of Ful-O-Pep raised birds among the top ten. What more convincing proof can we offer of the remarkable ability of Ful-O-Pep Feeds to develop the finer qualities in a bird. We hope you will decide to raise your pullets the Ful-O-Pep Way.

1941 CHAMPIONS



HIGH HEN-OKLAHOMA CONTEST

325 EGGS-349.60 POINTS

"I am very happy to inform you that my hen which was raised on Ful-O-Pep made a new all time record for Oklahoma Contest. Many of my other birds in the Egg Laying Contests made creditable records. Your feed is deserving of a lot of credit." Geo. Bagby, Jr., Missouri Valley Poultry Farm & Hatchery, Marshall, Missouri.



HIGH HEN-CENTRAL NEW YORK CONTEST

311 EGGS-327.85 POINTS

"Our pullets raised on Ful-O-Pep gave us our first contest winner. Again this year at the end of the first month our pullets raised on Ful-O-Pep are demonstrating their ability by being first and second high pens in both 13 and 20 bird classes. We are completely sold on your restricted feeding program." Eli H. Bodine, Bodine Pedigreed Leghorns, Chemung, New York.



NEW WORLD'S RECORD HEN TARELTON CONTEST

343 EGGS-376.25 POINTS

"The Texas Contest informed me that my hen No. 2-12 (Empress Elmwood II) has established a New World's Record for all breeds. My hen No. 116 in the Arizona Contest was high hen with a record of 328 eggs for 355.85 points. No doubt it will be of interest to you to know that both of these extraordinary layers were raised on Ful-O-Pep feeds. During the past few years all of my contest pullets were grown on your feeds." W. A. Seidel, San Antonio, Texas.



NEW WORLD'S RECORD FOR HEAVY BREEDS

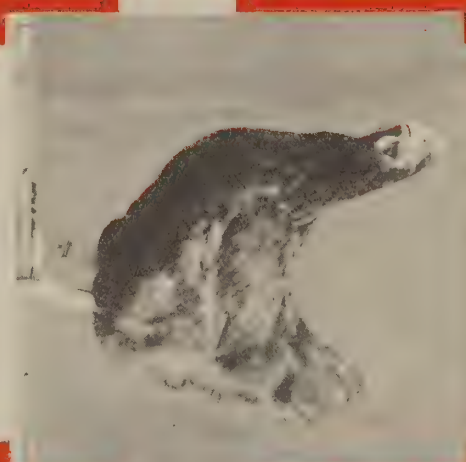
"A Breeder likes to think high records are the result of his years of painstaking work to breed the production characteristics into his strain. My pen at the 1940-41 Georgia Contest laid 3943 eggs for 4222.95 points to set a new World's Record for heavy breeds. It is also interesting to note that this pen contained the six high Banded Rock hens, all tests, for the year. Regardless of breeding, I do not believe any pen of thirteen birds could stand up to such production unless they had been properly fed during the brooding and growing periods. You may be sure I give Ful-O-Pep feeds and Ful-O-Pep feeding methods full credit for the important part they played in producing these pullets. Under the Ful-O-Pep plan of feed and management, my flock has shown a marked increase in each of the major production factors each year for the last ten years." T. N. Wilcox, Tryon, N. C.



"HEN OF THE YEAR" HIGH HEN-HUNTERDON, N. J. CONTEST

340 EGGS-373.35 POINTS

"In 25 years I have tried a great many feeds and methods of feeding. I have found the Ful-O-Pep Program will grow a large bodied, rugged, high vitality bird that will stand up under heavy egg production, with a minimum of mortality. The results on my farm, and on a large number of my customer's farms using Ful-O-Pep has convinced me that the Ful-O-Pep Program is a common sense, profitable system." Henry Rapp, Jr., Farmingdale, N. J.



HIGH HEN-MAINE CONTEST

333 EGGS-362.65 POINTS

"This is the highest record ever made at the Maine Contest. This bird with her pen mates was raised on Ful-O-Pep. They were second high pen for the contest. Last year we raised about 10,000 chicks and carried most of them through on Ful-O-Pep to housing time. We have had very good production with a comparatively low mortality rate. A real test for any starting and growing feed." G. B. Treddwell, Spencer, Mass.

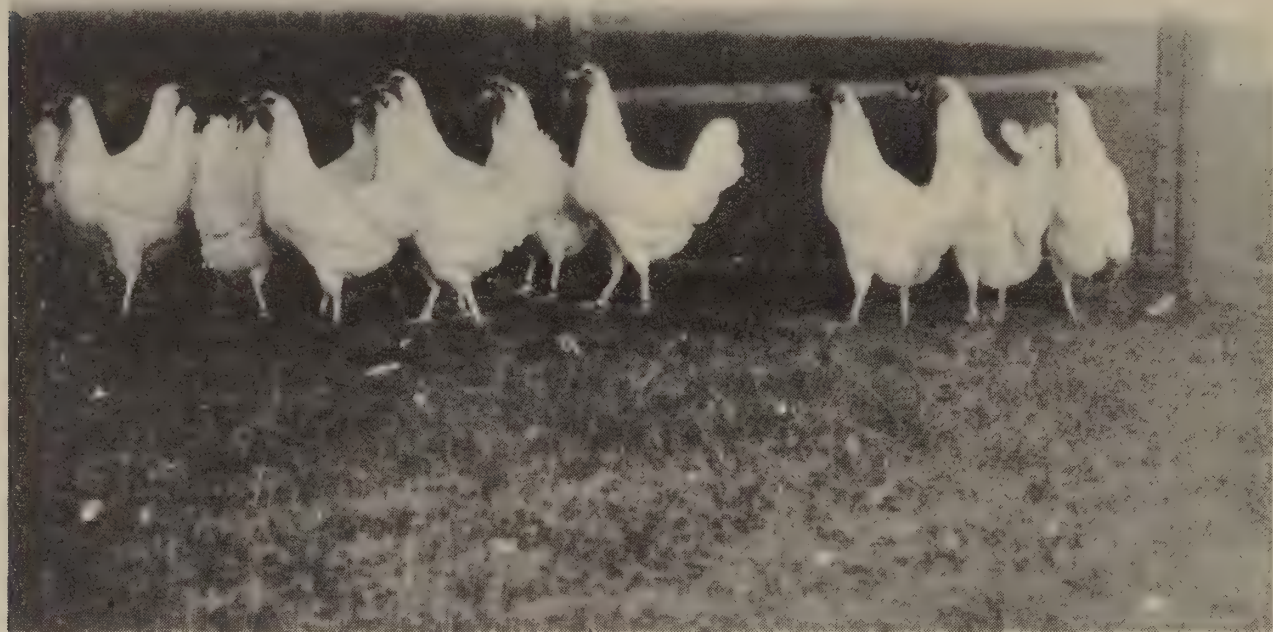


HIGH HEN-PASSAIC, NEW JERSEY CONTEST

324 EGGS-352.05 POINTS

"The records of our 1940-41 contest birds are as follows; High New Hampshire pen and hen at Passaic; high New Hampshire pen and hen at Hunterdon contest, and a new State record for New Jersey. These birds were all raised on Ful-O-Pep as were all our contest birds for the past three years. Ful-O-Pep is a good feed." George A. Pearce, Waverly Farm, Whitehouse, N.J.

we were raised on FUL-O-PEP FEEDS



Kauder's Pedigreed Leghorns had High Pen at the Tarleton Contest.

The Ful-O-Pep Plan of Feeding

THE Ful-O-Pep Plan of Feeding is designed to grow large sized, firm-bodied, sound-boned, healthy pullets that will live and lay for several years. We do not believe in, or recommend feeding heavily of a high protein mash which will mature pullets in three or four months' time. We know that this means lower vitality, shorter life, smaller birds and smaller eggs.

*Feed the
Chicks
On Arrival*

Have feed ready in hoppers, trays or flats when the chicks are put in the brooder. Do not starve them for twenty-four hours or longer. For the first two days they should be fed mostly on Ful-O-Pep Fine Chick Feed plus fine granite grit and charcoal. These may be sprinkled over the Ful-O-Pep Chick Starter. Chicks learn to eat grain more rapidly than they do mash. Also, many chicks are less inclined to paste up and it usually results in a more uniform flock.

After the first two days, keep Ful-O-Pep Chick Starter in front of the chicks all the time and feed Ful-O-Pep Fine Chick Feed at night. Be sure to provide plenty of hopper space,

HAS FED FUL-O-PEP 3 YEARS "I want to thank you again for the Ful-O-Pep Special Award to our birds for winning the Tarleton Egg Laying Test. In my opinion there is no greater confirmation than such official accomplishments of the old adage 'The proof of the pudding is in the eating.' For the past three years we have been feeding our growing birds Ful-O-Pep. My hopes are equally high for this year. At the present writing we are leading, to my knowledge, three of the national egg-laying contests." Irving Kauder, New Paltz, N. Y.

flats or trays, so all the chicks can eat. Have fresh, lukewarm water available. Cold water may severely injure the chicks and should be avoided.

Sprinkle some fine granite grit, or even coarse, sharp sand and charcoal on top of the Ful-O-Pep Chick Starter each day as you fill the hoppers. Continue feeding the Fine Chick Feed at night on top of the mash until the chicks are three weeks old. At that time change to Ful-O-Pep Coarse Chick Feed and begin feeding the Coarse Chick Feed in the litter or else on the ground at night.

*Increase
Size of
Grit & Grain*

We want the chicks to learn the difference between feed and litter; in fact, we want the chicks to eat some litter. It is very much better for the chicks to pick up a certain amount of fiber out of the litter than to eat feathers from each other. Litter is an important item in the feed.

When you change to Ful-O-Pep Coarse Chick Feed be sure that you change to medium size granite grit. Give the birds just as big a grit as they can handle. Also, be sure that the grit is a hard acid insoluble grit, for the so-called limestone grit is ineffective for grinding purposes.

At six weeks of age, change the chicks from Ful-O-Pep Chick Starter to Ful-O-Pep Growing Mash, and continue feeding the Coarse Chick Feed or Scratch Grains in the litter at night. When the chicks are six weeks old, put in a hopper of whole oats or feed on the ground.

*Change to
Growing
Mash*

These must be smooth oats so that the birds can eat them readily. The heavy, thick hulled oats with long awns or barbs cause birds a good deal of distress when they stick in their throats. The small thin hulled cereal oats, such as our Akron, Imperial or Jemima Oats, are excellent for this use. Clipped oats are also satisfactory.

When the birds are six weeks old or by the time they weigh a pound, the granite grit should be changed from medium or coarse chick sized grit to hen sized grit. Chickens cannot properly take care of whole oats unless they have large enough grit to do the grinding. Oats require a great deal more grinding or pressure than other grains. Only an acid insoluble grit such as granite grit can be expected to work satisfactorily when feeding whole oats.

*Birds Need
Insoluble
Hard Grit*

When the birds are running out on range it is more desirable to feed the grain out on the ground, rather than attempt to throw it in the litter in the colony house. The amount of grain to give will vary from day to day depending upon the weather. In hot weather the birds will not eat as much grain as in cold weather. You will have to use your judgment from

day to day as to the amount to feed the birds. Feed what they will clean up in about ten minutes.

*Vary Grain
Feeding to
The Weather*

When the pullets are eight weeks old begin to restrict feed so that by the time they are ten weeks old you are feeding what Ful-O-Pep Growing Mash and oats they clean up in two or three hours in the morning. Feed about what Ful-O-Pep Scratch Grain they clean up in ten minutes at night. Two days of the week, say Wednesday and Sunday, feed nothing all day except as much oats as they will clean up in ten minutes, late in the afternoon, about five or six pounds to 100 pullets.

By the time the pullets are ten to twelve weeks old they should eat at least two or three times as much grain as mash. When referring to grain we mean the combination of the whole oats in the hopper and Ful-O-Pep Coarse Chick Feed or Ful-O-Pep Scratch Grain thrown on the ground. This heavy grain feeding promotes slower growth, longer life, and improves egg size.

*Avoid
Disinfectants
in Water*

In hot weather be sure to keep a supply of fresh water in the shade near the feed. Do not put a disinfectant in the drinking water at any time. You cannot disinfect a chicken's insides. The birds object to some disinfectants and in turn will not drink enough water. Constipation is the result, which is far worse than any possible advantage gained using the disinfectant. It is all right to disinfect the drinking fountains, but don't put the disinfectant in the water.

In case of any real trouble from colds, chicken pox, or round worms, or if your pullets do not have adequate shank color, feed Ful-O-Pep Super Greens Pellets. Ful-O-Pep Super Greens may be used as the entire chick starter or growing mash, or be fed as simply straight Ful-O-Pep Super Greens Pellets as soon as the birds are able to handle the pellets. Do not hopper feed Super Greens Pellets if that's the only mash you are feeding. Give them a few pounds at a time and throw the pellets on the ground so that all the birds can get some.

*Lots of
Hopper Space
Important*

Be sure to have plenty of hopper space when restricting the feed. An even flock may easily be the result of too little hopper space. Feed the mash in the hoppers and the oats and scratch grain on the ground.

Most poultrymen keep feed in front of the birds too much of the time. Restricted feeding, applied sensibly, will result in raising big, capable pullets on less feed.

Restricted feeding is the best way of keeping the chicks active and keeping them from being constipated. It ordinarily requires keeping the feed away from the chicks three or four hours before they get really hungry. We think this is the most effective way of cleaning them out and whetting their



These sturdy Ful-O-Pep Pullets owned by H. T. Tyndall, Essex Junction, Vt.

appetites. While it is common to flush the birds out at the first signs of constipation by using blackstrap molasses at the rate of a pint to four gallons of water given as the sole drink for one day, we think it is unnecessary if the feed is restricted and better results will be obtained.

A month before the pullets are housed or when they are six months old and eggs are desired, change from Ful-O-Pep Growing Mash to Ful-O-Pep Egg Breeder Mash. It contains essential egg building materials. Keep Ful-O-Pep Egg Breeder Mash before the birds all the time. In other words, put the pullets on full feed a month before they are housed. Begin feeding 40% Ful-O-Pep Egg Breeder Mash, 40% oats and 20% Scratch. Avoid overfeeding on scratch grain or your birds will develop a lot of abdominal fat.

*Ful-O-Pep
Way Cuts
Feed Cost*

Feeding isn't everything in getting high production, but it certainly plays an important part. The method outlined is the one many of the breeders have been using who have been making egg laying contest history. It is far easier to get lots of big eggs from pullets that have had a chance to develop properly and build a reserve before coming into production. Best of all, this method means low feed costs.

HAS FED FUL-O-PEP 5 YEARS "For the past 5 years I have been feeding Ful-O-Pep Feeds with excellent results. I am raising 2,000 sturdy chicks and housing 500 pullets. I find that the Ful-O-Pep System with whole oats grows strong, large framed and well-feathered birds with very low mortality." H. T. Tyndall, Essex Junction, Vt.

Ful-O-Pep Poultry Litter

OAT Hull Litter has given such astonishingly good results that we decided to put it on the market under the Ful-O-Pep trade name and use it as a definite part of the Ful-O-Pep system.

*Chicks
Need
Fiber*

We are beginning to appreciate that litter is one of the most important parts of a poultry ration. Chicks have an apparent need for more fiber than that already supplied in the ration. Litters of certain types supply this fiber. When a nonfibrous material is used for litter in the brooder house, we often run into a good many difficulties.

Chicks can eat oat hulls and thus add to their ration a very desirable form of fiber. We find that if given a chance they will eat up to 10% of the oat hull litter. Since chicks do this time after time, and brood after brood, it is obvious they apparently need this additional fiber.

*Oat Hull
Litter Is
Fireproof*

This extra bulk in the ration is, of course, exceptionally helpful in preventing constipation. It is in turn of value in healing gizzard ulcers and in preventing cannibalism and feather picking, because oat hulls carry an anticannibalism factor.

Ful-O-Pep Litter is one of the most fireproof fibrous litters on the market. Oat hulls practically refuse to burn. A number of cases have come to our attention where hot coals were accidentally dropped on the litter without the spreading of a fire. We know of instances where the brooder stove became overheated and burned a hole through the brooder house floor, yet the oat hulls were charred only an inch or so beyond the hole in the floor.

*Oat Hull
Litter
Inexpensive*

Ful-O-Pep Litter is also relatively inexpensive to use. A 50-pound sack will cover a hundred square feet of floor space. The chicks really have a big time kicking the litter over and finding things they want to eat. As they work it over the oat hulls keep dry and thus last much longer than straw or shavings in the brooder house. As the chicks get older, more litter may be added and thus it will remain usable through the entire brooding period.

We recommend that you give Ful-O-Pep Litter a trial this year. See your dealer now for your requirements. If he does not have Ful-O-Pep Litter in stock, ask him to get it for you.



Famous "Tomboy" Strain of White Rocks Developed at Wapsie Farm, Vinton, Ia.

Ful-O-Pep Super Greens

WHEN we first made Ful-O-Pep Super Greens available to the poultry industry in 1940, we felt we were offering an exceptionally fine feed because the tests on our Research Farm had given us such unusually good results. But apparently we ourselves didn't know the whole story, because our pullets are raised on a grass range. As a result they are pretty well fortified with vitamins when they go into the laying house.

Now reports come in from many poultrymen who raise their pullets on bare ground, that the feeding of Ful-O-Pep Super Greens helps produce the strength, vigor, and color in pullets you would expect to find only in pullets grown on good grass range.

*Super Greens
Bring Range
Benefits*

Unfortunately, there are many poultrymen who of necessity raise their pullets on bare ground or on range where the grass joints, or gets tough because of weather conditions.

FEEDS FUL-O-PEP CONTINUOUSLY "We have made a continuous endeavor here at Wapsie Farm to improve the quality of White Rocks which we put out by the thousands each year. The above is an example of the result of careful breeding, trap nesting and progeny testing. We have bred for vigor, big rugged bodies plus rapid growth and feather. Ful-O-Pep Feeds have played no little part in our success. We feed it continuously 365 days of the year, and long before I came to Wapsie Farm I had discovered that it is one of the best feeds made." Robert B. Miller, Vinton Produce Company, Vinton, Iowa.

Such pullets definitely get a low vitamin intake. We do not know of any feed to step up the vitamin intake and build up the vitamin reserve in such pullets and hens as well as Ful-O-Pep Super Greens will do it.

*Super Greens
Reduces
Colds*

This feed has really many uses. Poultrymen who have raised birds in batteries report that Ful-O-Pep Super Greens are the best feed they've found in reducing trouble from colds. Birds with colds can eat Ful-O-Pep Super Greens in pellet form whereas they have difficulty eating ordinary mash. Consequently, they do a better job maintaining a high vitamin and protein intake, which helps them throw off a cold much quicker.

Breeders report that by supplementing their present egg mash with Super Greens Pellets they've been able to increase their hatches ten per cent. If you have had difficulty getting good hatches try feeding Ful-O-Pep Super Greens to the breeders.

Our experience is that when chickens are being fed Ful-O-Pep Super Greens and are running on a limited range, they do not eat anywhere near as much of the grass. Thus the range remains usable for a much longer period.

*Super Greens
Fits All
Feed Plans*

Ful-O-Pep Super Greens owe their green color and high vitamin values to the Concentrated Spring Range or Dehydrated Cereal Grass used in the feed. Concentrated Spring Range is the young, tender, unjointed, green cereal grasses cut when only a few inches high, and carefully processed and preserved so as to retain the maximum vitamin values.

In every hundred pound bag of Ful-O-Pep Super Greens there is the equivalent of a hundred pounds of fresh, tender, succulent grass before it was dehydrated. It is only natural that this feed may be fed in practically any amount and at any stage of the bird's development. It is the nearest thing we know to letting birds out on a spring range.

*Super Greens
Pellets Are
Palatable*

Chickens prefer green to any other color. Ful-O-Pep Super Greens Pellets seems to be the most palatable feed we have ever seen. You will find chickens eating these pellets more readily than anything you have ever tried. Yet it is difficult to get birds to eat a lot of pellets that owe their green color to dehydrated alfalfa meal. As valuable as alfalfa meal is for poultry feeding, chickens do not want a large quantity of it in their feed.

If unable to supply proper range conditions be sure to try Ful-O-Pep Super Greens this year. They provide your chicks and hens alike with high nutritive values of unjointed grass during all seasons. The amount to feed depends upon the physical condition of your flock and upon the color of shanks desired.



These rugged Leghorns owned by P. J. Downtin, McCormick, S. C.

When to House Pullets

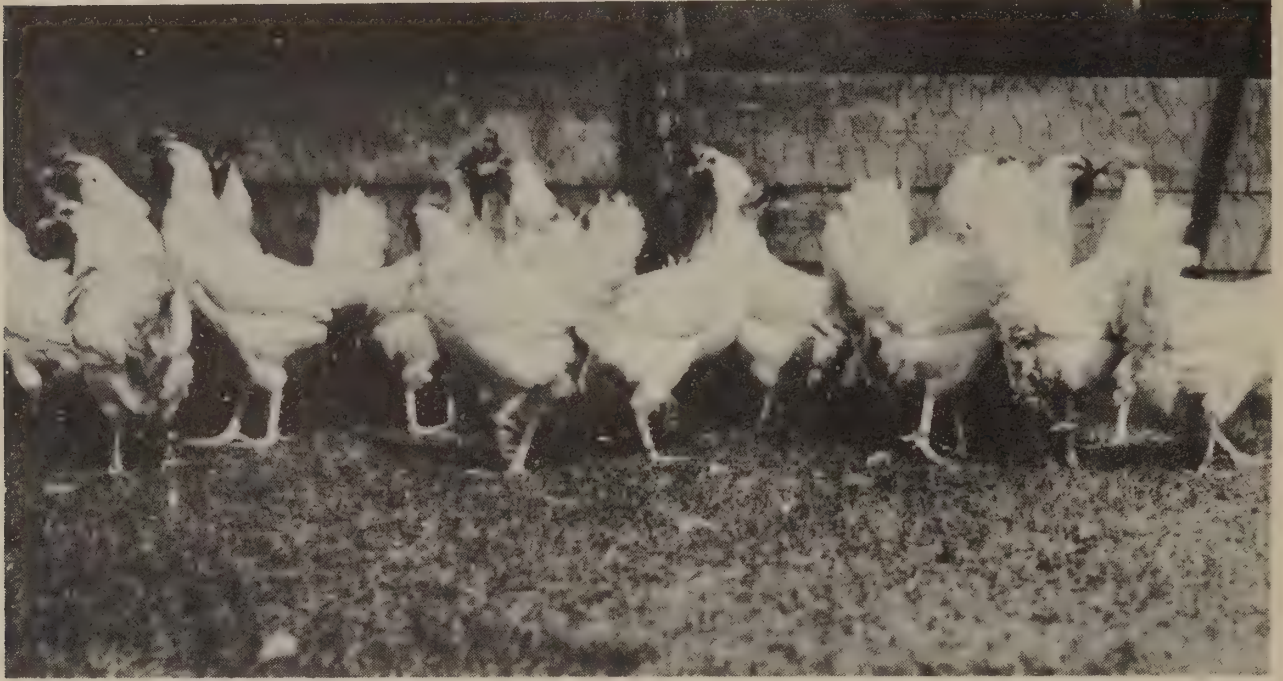
MANY a poultryman has worried about when he should house his pullets. The common belief has been that if you waited until pullets come into production before housing, the move would throw them into a molt. As a consequence, pullets in various stages of development were put together in one pen. Some were ready to lay, while the others were far from coming into production.

Pullets can actually be set back just as readily by moving them before coming into production, as they can if moved after starting to lay. We think that much the best way is to house pullets in full lay. We have now followed that system for several years at our Research Farm. They usually pick up to 60 to 80 per cent production in a week or two.

*House
Pullets in
Full Lay*

When following this system, there are a number of things to watch. The birds must be acquainted with the mash hoppers. It is suicide to change from hoppers on the ground to table hoppers in the laying house. If you have been feeding the grain on the ground, don't expect the pullets to know enough to scratch for it when they are put in the laying house.

8 YEARS ON FUL-O-PEP "For the past 8 years I have been growing out about one thousand pullets each year on Ful-O-Pep Chick Starter and Growing Mash. I'm sure, following the Ful-O-Pep Save-on-feed Plan has not only saved me in feed cost but enabled me to grow large rugged pullets that laid well and with a low mortality."
P. J. Downtin, McCormick, S. C.



High Pen in Central New York Contest—20 birds—Holser Valley Farm, Troy, N. Y.

Be sure the grain, the first few weeks they are housed, is put where the pullets see it, and is not thrown into the deep litter.

The second thing to watch is that the pullets aren't fat when housed. They should be coming up in weight, rather than fat and ready to break. We believe they should gain a pound or two in weight after they are housed, rather than to have them up to top weight before housing.

*Houses Too
Hot Hinder
Production*

Also, watch the temperature in the laying house. If the house is allowed to get hot and the temperature stays high for several days, it seriously interferes with production and often throws the birds into a molt. Provide for plenty of air when pullets are housed.

The birds must receive proper nourishment after they are moved to the laying house. Ful-O-Pep Egg-Breeder Mash with its generous supply of oatmeal, animal protein, and healthful vitamins, fed the Ful-O-Pep Way, will go a long way in maintaining uniform high egg production throughout the year. Write for our special book on handling the laying flock, and learn how you may save money yet get maximum production from your hens.

AGAIN USED FUL-O-PEP *"We grew a fine bunch of pullets on Ful-O-Pep again this year. Our contest results this year give us a tie for high pen in number of eggs at Central New York, second pen Western New York, fifth Leghorn pen Storrs. These records are the best we have ever had. I am satisfied that Ful-O-Pep Feeds and the Plan grow well bred birds into excellent layers."* John H. Holser, Holser Valley Farm, Troy, N. Y.

Hard to Hatch

ONE of the serious problems that many breeders have in breeding families for high production, is to get good hatchability. A pedigree breeder has to consider hatchability, livability, egg size, shell texture, shell color, color of plumage, body confirmation, and an almost seemingly endless chain of other things. He must sacrifice somewhere and as a consequence a breeder frequently develops a strain that is hard to hatch.

*Feeds
Affect
Hatchability*

While hatchability is inherited, it also depends to large extent upon the feed and the feeding method followed previous to and during the hatching season. No doubt you have seen a marked increase in hatchability in the spring when the birds first get out on a young succulent grass range. There is something in grass as well as in the sunshine that affects hatchability. That something we believe to be the high vitamin content of young unjointed grass.

Most breeders are not able to get the birds out on a fresh grass range. This means supplying the heavy vitamin content to the hens in their ration. For those hard to hatch hens of the pedigree breeder, we suggest using Ful-O-Pep Super Greens in both meal and pellets. Have the Super Greens constitute about fifty percent of the ration.

*Super Greens
High in
Vitamins*

For example with a flock of Leghorns that are consuming 23 to 24 pounds of feed a day per one hundred birds feed five to six pounds of oats in the morning and an equal amount of scratch grain at night. If the birds then don't eat about twelve pounds of Super Greens in meal and pellets, reduce the oats and scratch grain further. We believe Super Greens will give you the best hatches that you have ever had from the flock in confinement. Ful-O-Pep Super Greens is the nearest thing to an outdoor fresh grass range in the spring.

Hatchability also depends upon incubation. There's quite a difference in the way the incubator should be run. It depends upon the size of the eggs, the thickness of shell and the thickness of the whites.

*Hatchability
Depends on
Incubation*

Unless you know how fast your eggs are drying down, we would suggest going back to the old method of weighing trays of eggs as you put them in the machine, and again weighing the same trays before candling on the 18th day. The eggs in the incubator should lose approximately a half percent per day or ten to eleven percent for the hatching period.



Bird's Eye View of the successful Cottier's Poultry Farm, Auburn, Ala.

If on the 18th day you find the evaporation is approximately nine percent, you know that the humidity of your machine is right. When eggs don't dry down properly, they develop into large, soft chicks that have difficulty getting out of shell, and if eggs dry down too much, the chicks are usually weak and puny.

Temperature is another point to watch in incubation. If the temperatures are too low or too high the hatch may be delayed. Many poultrymen are under the impression that when chicks don't hatch on time, the temperature was too low. Actually, the delay of the hatch may just as likely be due to too high a temperature in relation to humidity. When the temperatures are right, for the size of eggs and the humidity, the chicks pop out of the shell on time.

Most of the things that affect hatchability are within the poultryman's control. If you have had trouble getting good hatches, check your operations against the things we've discussed. It may be the means for better hatches this year.

*Check
These
Operations*

CHICKS "GO TO TOWN" ON FUL-O-PEP *"In my experience feeding Ful-O-Pep Chick Starter for three seasons I question very much whether there is a superior if as good a Chick Starter made as Ful-O-Pep. If your chicks are healthy and well bred, they will sure go to town, with a minimum or no pasting up. I am convinced of this—that if the breeding stock is fed the Ful-O-Pep Way the vigor and general health, growth and feathering is better." H. M. Cottier, Cottier's Poultry Farm, Auburn, Ala.*

Common Chick Troubles

Each year we realize more to what a large extent chick troubles may be traced to improper nutrition and management.

CANNIBALISM: This chick vice is primarily due to improper nutrition. Overheating and overcrowding in the brooder are conducive to cannibalism, but chicks have to be abused quite badly if the feed and feeding system is correct.

Rations high in corn tend to bring about cannibalism and feather picking. If you have had trouble from cannibalism try Ful-O-Pep Litter on the floor and follow the Ful-O-Pep Way of feeding. Oats and oat products contain an anti-cannibalism factor.

CHICKEN POX: When pullets are running on a first class grass range they are not seriously troubled with chicken pox. It is when the grass gets tough and dry or when the pullets are housed the chicken pox gets serious.

A number of Ful-O-Pep feeders have had extremely good success in combating chicken pox by feeding Ful-O-Pep Super Greens Pellets. Whenever you see signs of chicken pox in your flock, we would suggest that you try feeding Ful-O-Pep Super Greens Pellets. Give the birds all they will eat. Don't feed a lot of grain. In other words, keep them on a high vitamin intake.

COCCIDIOSIS: Over a period of years poultrymen have worried more over coccidiosis than any other chick trouble. There are unquestionably a number of factors involved. Chicks that have poor ulcerated gizzards may pass food through that gizzard undigested, which irritates the intestinal wall to a point of bleeding. This, we believe, is the result of improper feeding of the breeders rather than the chicks.

When chicks are fed dry, tough grass we have seen cases where the gizzard was unable to grind it and thus it would pass through the intestines causing a good deal of blood in the droppings. This is a mechanical trouble and must not be confused with real coccidiosis.

Anything that neutralizes the acid of the gizzard and the intestinal tract tends to increase the trouble from coccidiosis. The addition of lime in a Chick Starter or the feeding of oyster shells to chicks lowers the resistance to coccidiosis. We strongly recommend following the Ful-O-Pep system of feeding.

While many poultrymen have used the milk flush as a treatment, we feel that the blackstrap molasses flush at the rate of a pint of molasses to sixteen quarts of water is equally effective. Give the cane molasses flush as the sole drink for one day. Some poultrymen prefer to use a mixture of 75% bran and 25% molasses as the feed for a day instead of putting molasses in the water. Either one is effective.

COLDS AND BRONCHITIS: Chicks when a week old may develop a case of sniffles or wheezing due to chilling in transit or by contact with

other chicks. Assuming the chicks were not chilled and there are no floor drafts, your problem is probably bronchitis.

If at all possible, get the chicks outdoors and restrict the feed. Hungry, active chicks stand a much better chance of recovering from bronchitis. Thoroughly disinfect the brooder house with formaldehyde before putting a new lot of chicks in the brooder house.

We recommend feeding Ful-O-Pep Super Greens Pellets to affected chicks that are three to four weeks old. These pellets with their high vitamin values are particularly helpful in combating colds. Chicks with their noses stopped up can eat the pellets much more readily than mash.

CONSTIPATION: When baby chicks are constipated there is a whitish discharge on the abdomen which is commonly mistaken for diarrhea. To stop or eliminate this problem don't overfeed and don't overcrowd or overheat. Watch their appetite. If they show signs of being groggy, let them get really hungry before feeding them.

If your chicks should become constipated flush them out with molasses at the rate of a pint to sixteen quarts of water. Taking the feed away from the chicks for several hours often relieves the constipation.

GIZZARD ULCERS: Usually this trouble is traceable to the nutrition of the breeding stock. Certain lots of baby chicks have badly ulcerated gizzards when they leave the incubator. Rations high in corn, fed to breeders, seem to be one of the principal offenders.

Since the gizzard lining is similar to the feathers in structure, the natural assumption is that anything which produces good feathering would also produce a good gizzard lining. Oats are recognized as being far superior to corn for feather growth. All indications are that the trouble from gizzard ulcers is greatly reduced when the ration is built around oats.

The difficulty from gizzard ulcers is noticeable when the chicks are raised on sand as litter or when they are raised in batteries. Chicks raised on the floor using a fibrous litter are less likely to have gizzard ulcers.

RANGE PARALYSIS: Birds affected lose the use of one leg or wing, go blind in one or both eyes, and develop big livers, tumors, etc. It seems to affect one bird one way and another bird another way.

There seems to be two ways of combating the trouble. The first is breeding. Some strains of poultry offer real resistance to range paralysis. If you have had a lot of trouble in the past, the safe way is to buy stock from two or three breeders. Mark them and see which ones live the best.

The second important point in combating range paralysis is the method of feeding the growing stock. We find that if the stock is grown slowly and not pushed by heavy mash feeding to maturity, there is less mortality from range paralysis. We believe the Ful-O-Pep Save-on-Feed Plan in raising pullets effective in reducing range paralysis.



Oliver Franklin, Evansville, Wis., Uses Wire Runs for his Birds.

WORMS: Of the two types of worms that are common in chicks, we have found an easy way to eliminate one, the tapeworm. If you will follow the restricted feeding program and feed lots of whole oats as outlined in this book, your tapeworm problem should not be the least bit serious.

We think that one of the principal factors in keeping worms out of the birds is to develop a relatively high degree of acidity in the gizzard and the intestines. Avoid feeding any lime products during the growing period but feed lots of oats. This tends to produce high acidity in the gizzard and intestines.

At the World's Poultry Congress in Cleveland, Dr. Ackert of Kansas stated that the number and size of roundworms in a chicken depend upon the quality of the proteins and the quantity of vitamins. When a good grass range is provided for growing chickens roundworms are rarely if ever of any economic importance.

If your birds have been troubled with roundworms and you don't have a good grass range for them, we urge you to try Ful-O-Pep Super Greens as a starter and growing mash. Later when the birds are large enough you may switch to the Ful-O-Pep Super Greens Pellets. Also restrict the feed but feed a lot of oats.

FED FUL-O-PEP SINCE 1928 "Since 1928 I have been raising 6,000 to 8,000 chicks a year on Ful-O-Pep Chick Starter and Ful-O-Pep Growing Mash. Several of these years I ran trial tests with other popular feeds and found Ful-O-Pep by far the best. For economical growth, feathering and livability, Ful-O-Pep just can't be beat."

Oliver Franklin, Evansville, Wis.



Ful-O-Pep Research Farm, Libertyville, Ill.

The work at the Ful-O-Pep Research Farm is carried on with but one viewpoint in mind—to produce a top quality line of feeds that will help increase the profit from your flock. Ful-O-Pep Feeds are fed here under actual farm conditions. If you want a feed made to meet the demands of sound growth, high continuous production, and longevity in the birds, use Ful-O-Pep Feeds.

FOR MORE INFORMATION ON POULTRY PROFITS TUNE IN "THE MAN ON THE FARM"

The farmers' radio favorite! One-half hour every Saturday noon of fun and profit for poultrymen. Instructive comments each week by the Ful-O-Pep Research Staff, with music and fun by Chuck Acree and his "Man On The Farm" supporting cast. Broadcast direct from the Ful-O-Pep Research Farm at Libertyville, Illinois. See time and stations listed below.

Station	City	Saturday Noon
WLS	Chicago, Ill.	12:00 to 12:30 pm
WAPI	Birmingham	12:00 to 12:30 pm
KOA	Denver	12:00 to 12:30 pm
WJAX	Jacksonville	12:15 to 12:45 pm
WIOD	Miami	12:00 to 12:30 pm
WSB	Atlanta	12:00 to 12:30 pm
WHO	Des Moines	12:00 to 12:30 pm
WWL	New Orleans	12:00 to 12:30 pm
WBZ	Boston	12:05 to 12:30 pm
WCCO	Minneapolis	12:00 to 12:30 pm
WDAF	Kansas City	12:45 to 1:15 pm
KMOX	St. Louis	12:00 to 12:30 pm
WOR	New York	12:00 to 12:30 pm
WSLB	Ogdensburg	12:00 to 12:30 pm
WSYR	Syracuse	12:35 to 1:05 pm
WTRY	Troy	12:30 to 1:00 pm
WBT	Charlotte	12:35 to 1:00 pm
WLW	Cincinnati	12:35 to 1:05 pm
KVOO	Tulsa	11:30 to 12:00 n'n
KDKA	Pittsburgh	12:05 to 12:30 pm
WMC	Memphis	12:30 to 1:00 pm
WSM	Nashville	12:00 to 12:30 pm

Station	City	Saturday Noon
KGNC	Amarillo	11:30 to 12:00 n'n
WFAA-WBAP	Dallas-Ft. Worth	12:00 to 12:30 pm
WOAI	San Antonio	12:45 to 1:15 pm
WSVA	Harrisonburg	12:15 to 12:45 pm
WRVA	Richmond	12:45 to 1:15 pm
WFLA	Tampa, Fla.	12:30 to 1:00 pm

